

PERSON SPECIFICATION

C119 Communications and Marketing and Projects Officer

Specification Type	Additional/changed requirements	E/D	Measure
Personal Skills	Ability to manage and work as part of a small team	E	1,3
Personal Skills	Good communication and interpersonal skills	E	3
Personal Skills	Ability to work on own initiative and unsupervised	E	1,2,3
Personal Skills	Ability to work to and meet deadlines	E	1,3
Personal Skills	High level of accuracy and attention to detail	E	1,2,3
Personal Skills	Diplomacy and tact	E	1,3
Personal Skills	Highly developed oral and written communication skills	E	1,3
Personal Skills	Creative, innovative, adaptable and flexible	E	1,3
Personal Skills	Research and analysis skills	E	1,3
Personal Skills	Customer focused	E	1,3
Personal Skills	Excellent verbal and written communications skills	E	1,3
Personal Skills	Assertive and self-motivated	D	3
Experience	Experience of work in a communications or marketing environment	E	1,3
Experience	Experience of generating effective, balanced media coverage	E	1,2,3
Experience	Experience of delivering effective marketing or media campaigns and events	E	1,2,3
Experience	Understanding of the political process within a Local Authority	D	1,3
Experience	Experience of print and design processes	E	1,3
Experience	Experience of managing others within a project management environment	E	1,3
Experience	Experience of delivering marketing strategies	D	1,3
Attainments/Qualifications	Appropriate Marketing or Communications qualifications (CIPR or CIM) or relevant experience.	E	1,4
Attainments/Qualifications	Appropriate project management qualifications (PRINCE2 etc.) or relevant experience	E	1,4
Knowledge	Microsoft office packages, including PowerPoint, databases, spreadsheets	E	1,2,3
Knowledge	Understanding of local government	D	1,3
Knowledge	Equality and diversity	D	1,3
Knowledge	Content management system	E	1,3
Knowledge	Design & print management	E	1,3
Knowledge	Multi-media and digital by default programmes	D	1,3
Knowledge	Social media management	E	1,3
Knowledge	Accessibility Legislation	D	1,3

Specification Type	Additional/changed requirements	E/D	Measure
Special Requirements	Ability to work with sensitive confidential information	E	1,2,3
Special Requirements	Flexible approach	D	1,3
Special Requirements	Confident approach	D	3
Special Requirements	Able to work outside normal office hours	E	3

Car Allowance:

This post carries a designated car user status.

E/D:

Essential (E)

Desirable (D)

Measure:

1. Application form
2. Test after shortlisting
3. At interview
4. Documentary evidence
5. Other [please specify]